

PRELIMINARY AIR VISITOR PERSONAL DAILY SPENDING FOR 2007

In general, daily spending by air visitors in 2007 from the top four major market areas increased in comparison to 2006 (FIGURE 1). Among the top four MMA, daily spending by Canada showed the largest improvement (+5.5%), followed by U.S. East (+2.9%). U.S. West (+1.2%) and Japan (+1%) showed only slight increases from the year before. In 2007, daily spending by the top four MMA on gasoline, parking, etc. had increased from 2006 which caused transportation per person per day spending to increase. U.S. East and Japanese visitors on average spent the most (\$79 per person) on lodging compared to other MMAs (FIGURE 2). Japanese visitors continued to spend more on food and beverage (\$43 per person) and shopping (\$95 per person) compared to the other top four visitor markets in 2007. However, they spend less on transportation (\$12) than other MMA.

**FIGURE 1: Visitor Personal Daily Spending by Select MMA:
2006 vs. 2007p**

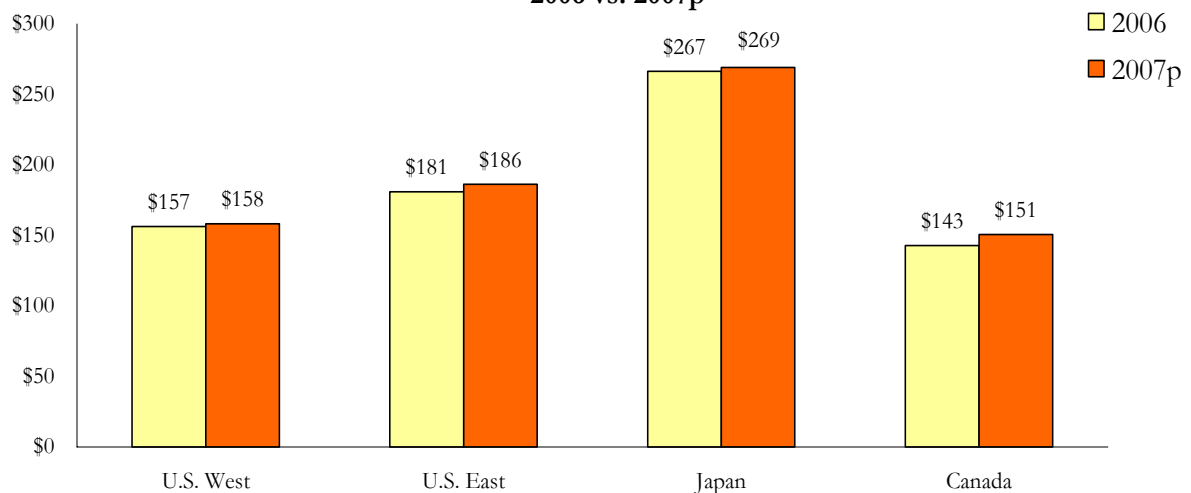
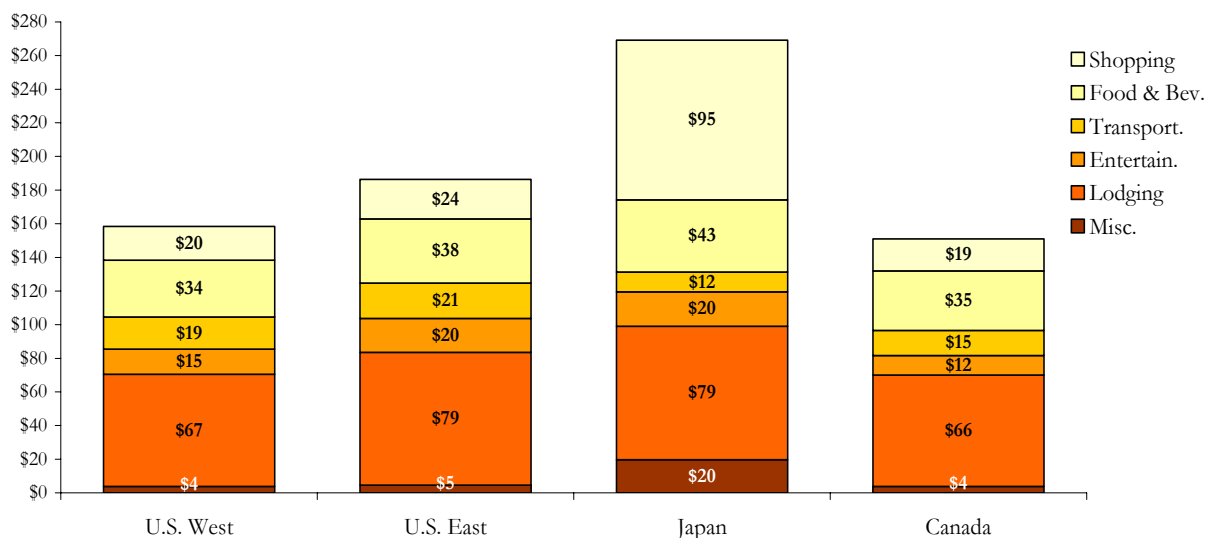


Figure 2: 2007p Visitor Personal Daily Spending by Category and Select MMA



U.S. West: Daily spending by U.S. West air visitors in 2007 increased only slightly to \$158 per person, compared to \$157 per person in 2006 (TABLE A). Daily spending by this group of visitors was the second lowest among the top four visitor markets. The largest expenditure by these visitors, lodging, averaged \$67 per person per day, 3.6 percent higher compared to the previous year. This group also spent more on food and beverage (+5.8% to \$34 per person) and transportation (+14.2% to \$19 per person) than those who came in 2006. Meanwhile, expenditures on shopping (-2.4% to \$20 per person) were lower than in 2006.

TABLE A: U.S. West Visitor Personal Daily Spending by Category:
2007p vs. 2006 (in dollars)
(Arrivals by air)

Expenditure Type	2007p	2006	% change
GRAND TOTAL	158.4	156.5	1.2
Total Food and Beverage	33.8	31.9	5.8
Restaurant food	21.9	21.3	3.0
Dinner shows and cruises	3.7	3.3	11.7
Groceries and snacks	8.2	7.4	11.4
Entertainment & Recreation	14.9	15.0	-0.7
Total Transportation	19.1	16.8	14.2
Interisland airfare	3.1	2.9	4.6
Ground transportation	0.6	0.7	-18.8
Rental vehicles	11.7	11.6	1.4
Gasoline, parking, etc.	2.2	1.5	44.8
Total Shopping	20.1	20.6	-2.4
Fashion and clothing	7.5	7.9	-5.3
Jewelry and watches	4.6	5.1	-10.0
Cosmetics, perfume	0.4	0.3	13.4
Leather goods	0.6	0.6	13.4
Hawai'i food products	2.2	2.1	4.5
Souvenirs	4.8	4.6	4.8
Lodging	66.7	64.3	3.6
All other expenses 1/	3.8	8.0	-52.2

1/ Includes cruise package spending on Hawai'i home-ported cruise ships.

U.S. East: Per day expenditures by U.S. East air visitors increased from \$181 per person to \$186 per person in 2007 (TABLE B), an increase of 2.9 percent. Lodging expenditures, the largest expense for this group, rose 7.4 percent from 2006 to average \$79 per person on a daily basis. Transportation spending increased the most significantly at 18.2 percent which was over three dollars per person per day more than the year before was. The significant increase was caused by an increase in per person per day spending on rental vehicles (+9.9% to \$13 per person). Those who came in 2007 also spent more per day on food and beverages (+7.8% to \$38 per person), entertainment and recreation (+6.1% to \$20 per person), and shopping (+4.6% to \$24 per person) compared to U.S. East visitors in the previous year.

TABLE B: U.S. East Visitor Personal Daily Spending by Category:
2007 vs. 2006 (in dollars)
(Arrivals by air)

Expenditure Type	2007p	2006	% change
GRAND TOTAL	186.3	181.2	2.9
Total Food and Beverage	38.0	35.2	7.8
Restaurant food	26.5	24.8	7.0
Dinner shows and cruises	4.5	4.4	2.9
Groceries and snacks	6.9	6.1	14.3
Entertainment & Recreation	20.2	19.1	6.1
Total Transportation	21.1	17.8	18.2
Interisland airfare	3.5	3.3	6.8
Ground transportation	0.9	1.0	-9.0
Rental vehicles	13.0	11.8	9.9
Gasoline, parking, etc.	1.9	1.7	9.6
Total Shopping	23.6	22.5	4.6
Fashion and clothing	7.9	7.9	0.1
Jewelry and watches	5.8	6.0	-3.1
Cosmetics, perfume	0.4	0.3	7.5
Leather goods	0.7	0.5	43.2
Hawai'i food products	2.2	2.0	9.6
Souvenirs	6.6	5.8	13.4
Lodging	79.0	73.6	7.4
All other expenses 1/	4.5	13.0	-65.3

1/ Includes cruise package spending on Hawai'i home-ported cruise ships.

Japan: Daily spending by air visitors from Japan increased only 1 percent to \$269 per person (TABLE C) from \$267 per person in 2006. In contrast to other visitor groups, the largest expense by Japanese visitors was shopping which averaged \$95 per person per day (a 3.9 percent decrease from 2006). Japanese visitor spending on lodging, at \$79 per person, was 5.4 percent higher than in 2006. These visitors also spent \$43 per person on food and beverages (+2.3%) and \$20 per person on entertainment and recreation (+3.5%).

TABLE C: Japanese Visitor Personal Daily Spending by Category:
2007p vs. 2006 (in dollars)
(Arrivals by air)

Expenditure Type	2007p	2006	% change
GRAND TOTAL	269.2	266.5	1.0
Total Food and Beverage	43.0	42.0	2.3
Restaurant food	29.8	29.1	2.2
Dinner shows and cruises	5.3	5.3	0.4
Groceries and snacks	7.9	7.6	4.3
Entertainment & Recreation	20.4	19.7	3.5
Total Transportation	11.7	11.6	1.1
Interisland airfare	3.6	3.7	-2.5
Ground transportation	4.8	4.8	-0.6
Rental vehicles	3.0	2.7	7.7
Gasoline, parking, etc.	0.4	0.3	15.2
Total Shopping	94.9	98.8	-3.9
Fashion and clothing	25.2	26.1	-3.6
Jewelry and watches	11.8	13.6	-13.4
Cosmetics, perfume	5.5	5.6	-1.7
Leather goods	32.1	33.7	-4.8
Hawai'i food products	11.2	10.7	5.0
Souvenirs	9.2	9.0	1.2
Lodging	79.4	75.4	5.4
All other expenses 1/	19.7	19.0	3.7

1/ Includes cruise package spending on Hawai'i home-ported cruise ships.

Canada: Per day spending by Canadian air visitors in 2007 was \$151 per person compared to \$143 per person in the previous year, a 5.5 percent increase (TABLE D). The largest increase in food and beverage spending to \$35 (a gain of 16.3 percent) was due to a 23.1 percent increase in per person per day spending on groceries and snacks. Spending on transportation increased 10 percent to \$15 per person per day as a result of a 15.8 percent increase to \$10 per person per day spending on rental vehicles. In addition, lodging expenditures by these visitors increased 6.8 percent to \$66 per person per day, and shopping expenditures averaged \$19 per person, up 2.8 percent from 2006. However, expenditures on entertainment and recreation declined 4 percent to \$12.

TABLE D: Canadian Visitor Personal Daily Spending by Category:
2007p vs. 2006 (in dollars)
(Arrivals by air)

Expenditure Type	2007p	2006	% change
GRAND TOTAL	150.8	143.0	5.5
Total Food and Beverage	35.4	30.4	16.3
Restaurant food	22.3	19.6	13.7
Dinner shows and cruises	3.2	2.8	14.9
Groceries and snacks	9.9	8.0	23.1
Entertainment & Recreation	11.7	12.2	-4.0
Total Transportation	14.9	13.6	10.0
Interisland airfare	1.9	2.4	-22.4
Ground transportation	1.0	1.0	1.6
Rental vehicles	10.4	8.9	15.8
Gasoline, parking, etc.	1.7	1.3	36.6
Total Shopping	18.9	18.4	2.8
Fashion and clothing	9.9	9.2	7.7
Jewelry and watches	2.9	3.0	-4.6
Cosmetics, perfume	0.4	0.6	-35.8
Leather goods	0.7	0.6	19.7
Hawai'i food products	1.6	1.6	0.6
Souvenirs	3.5	3.5	0.8
Lodging	66.2	62.0	6.8
All other expenses 1/	3.8	6.5	-42.2

1/ Includes cruise package spending on Hawai'i home-ported cruise ships.